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## CONSUMER CONFIDENCE IN NEW HAMPSHIRE SLUMPS

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DURHAM, NH - After rebounding somewhat in May, consumer confidence in New Hampshire has slumped. Granite Staters' assessment of their current and future household finances have declined, driven by record high pessimism among Republicans.

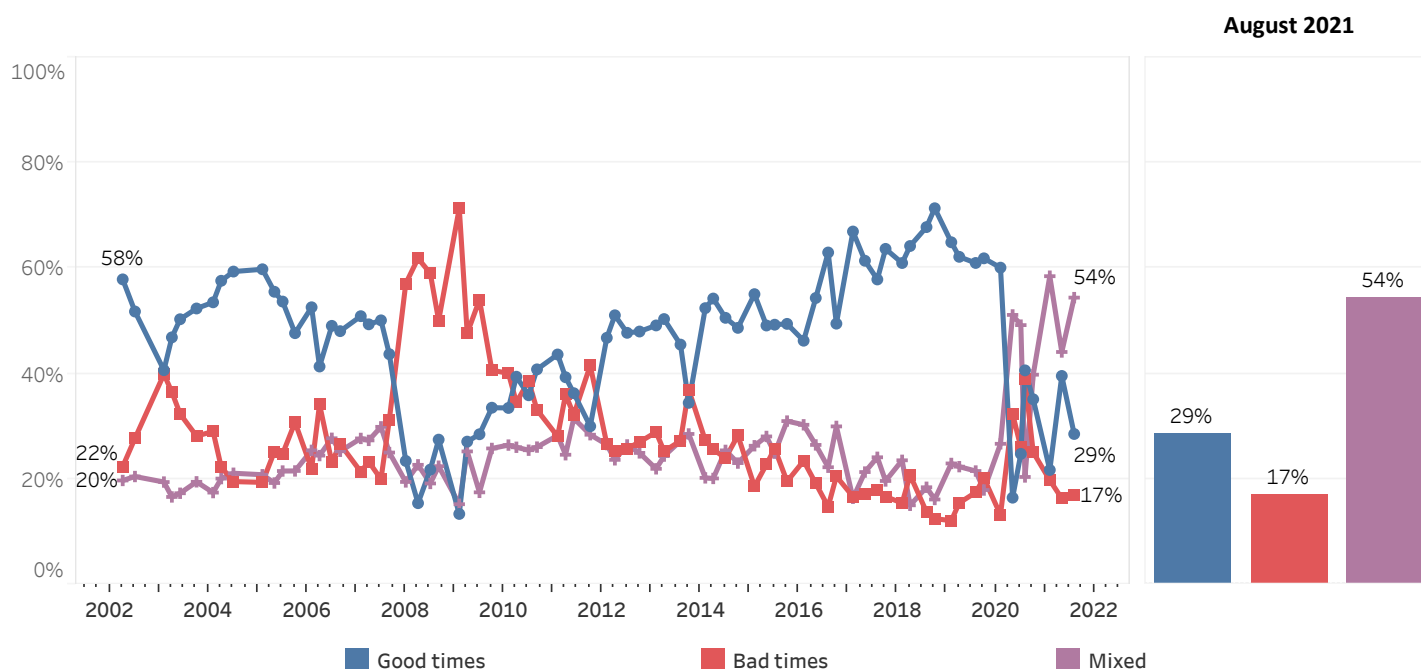
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence\***, conducted by the University of New Hampshire Survey Center. Nine hundred and seventy-seven (977) Granite State Panel members completed the survey online between August 19 and August 23, 2021. The margin of sampling error for the survey is +/- 2.7 percent. Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and 2020 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

### N.H. Business Conditions

With COVID-19 cases on the rise in New Hampshire, economic optimism in the state has fallen. When asked how they expect New Hampshire businesses will do in the upcoming year, 29% of Granite Staters think state businesses will enjoy good times financially, 17% think they will experience bad times, and 54% anticipate mixed conditions. The percentage of New Hampshire residents who expect good economic times (29%) has fallen since May (40%), is lower than in the fall of 2020, and is much lower than pre-pandemic levels.

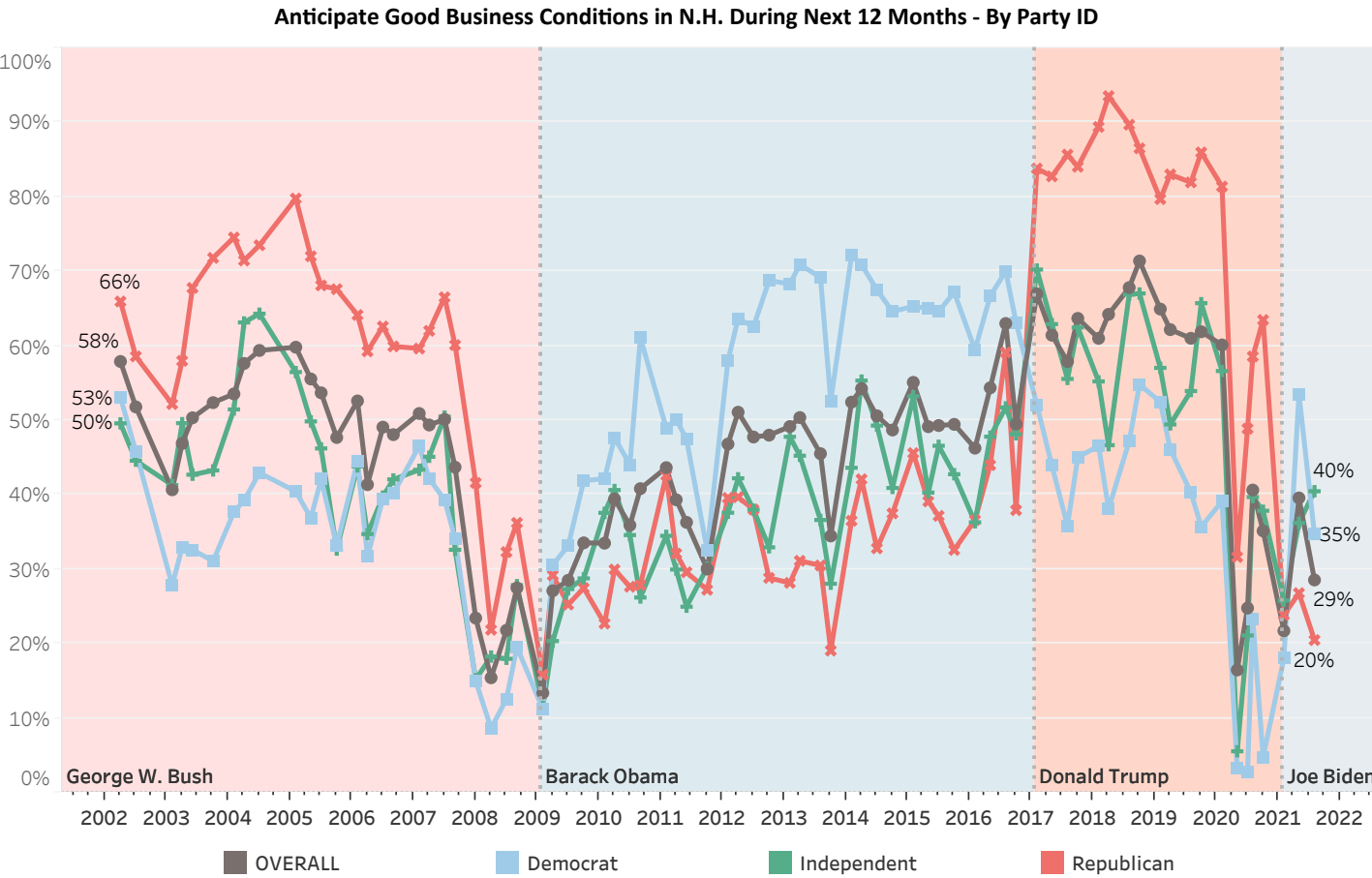
BIA Interim President David Juvet said a decline in consumer confidence is not surprising as the state and nation again grapple with rising COVID-19 cases. However, he said New Hampshire's 2.9% unemployment rate, third lowest in the nation, shows the strength of the Granite State's economy.

### Business Conditions in New Hampshire During Next 12 Months

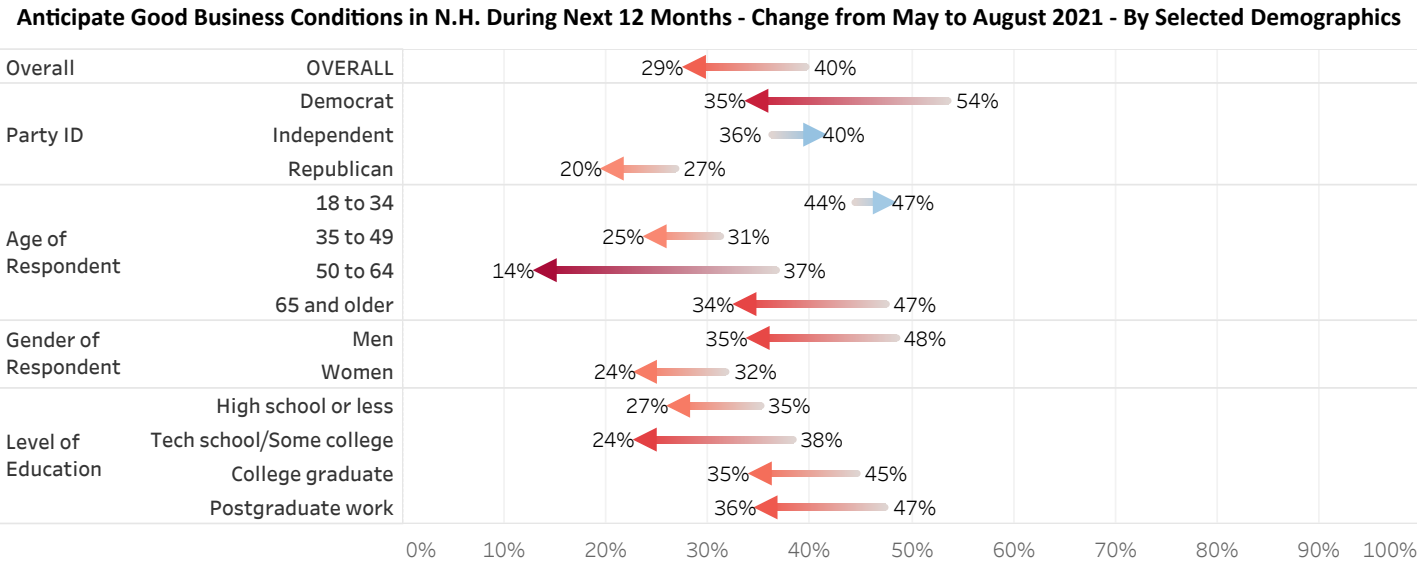


\* We ask that this copyrighted information be referred to as *the Granite State Panel*, conducted by the University of New Hampshire Survey Center.

Optimism about the New Hampshire economy has dropped among all political groups - 40% of New Hampshire Independents anticipate good business conditions in New Hampshire during the next twelve months and only 35% of Democrats anticipate good times, down from 54% in May. Significantly, only 20% of Republicans anticipate good times for New Hampshire businesses, the most pessimistic they have been since October 2013.



Democrats (-19 percentage points), those aged 50 to 64 (-23), men (-14), and those who went to technical school or have some college education (-15) are particularly less likely than in May to anticipate good business conditions in New Hampshire over the next twelve months.

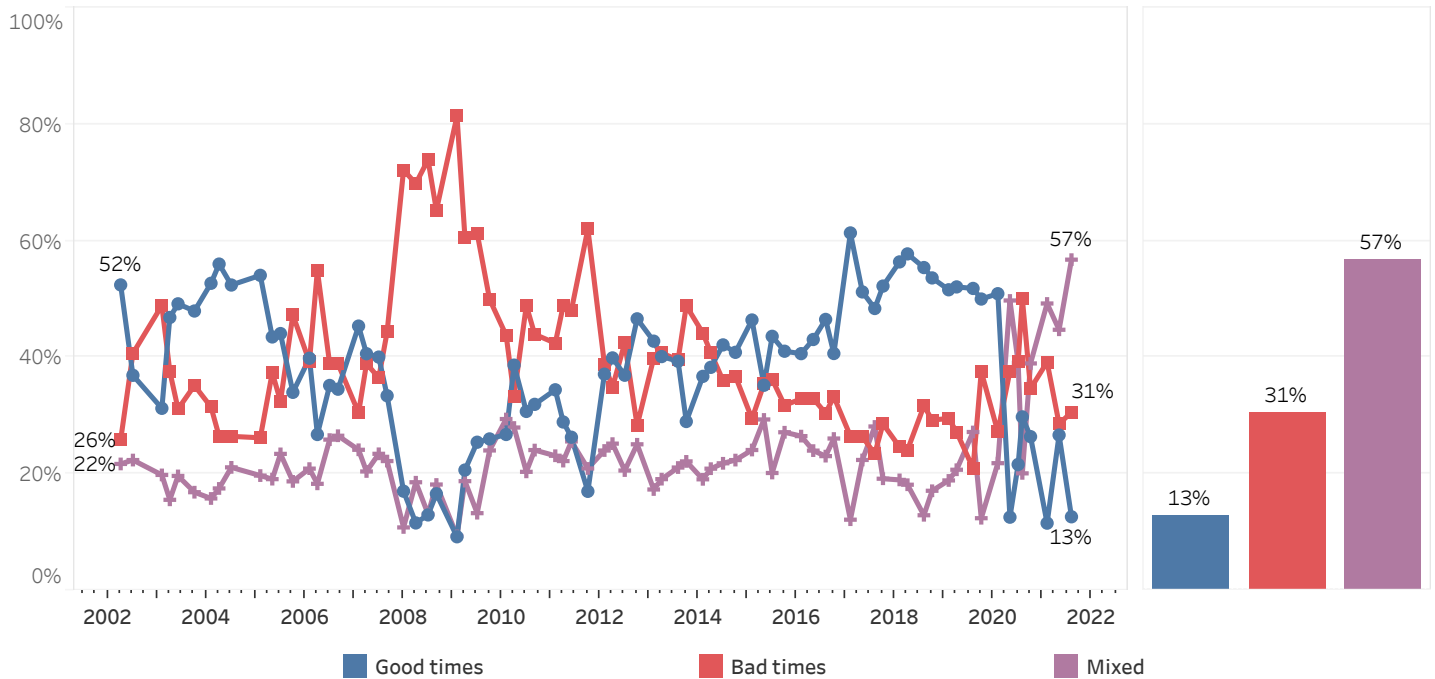


## U.S. Business Conditions

Granite Staters are also less positive about the national economy. Only 13% think businesses across the country will experience good times in the next twelve months, 31% anticipate businesses will have bad times, and 57% think conditions will be mixed. The percentage of New Hampshire residents who anticipate good times for U.S. businesses (13%) has fallen markedly since May (27%) and is near record lows.

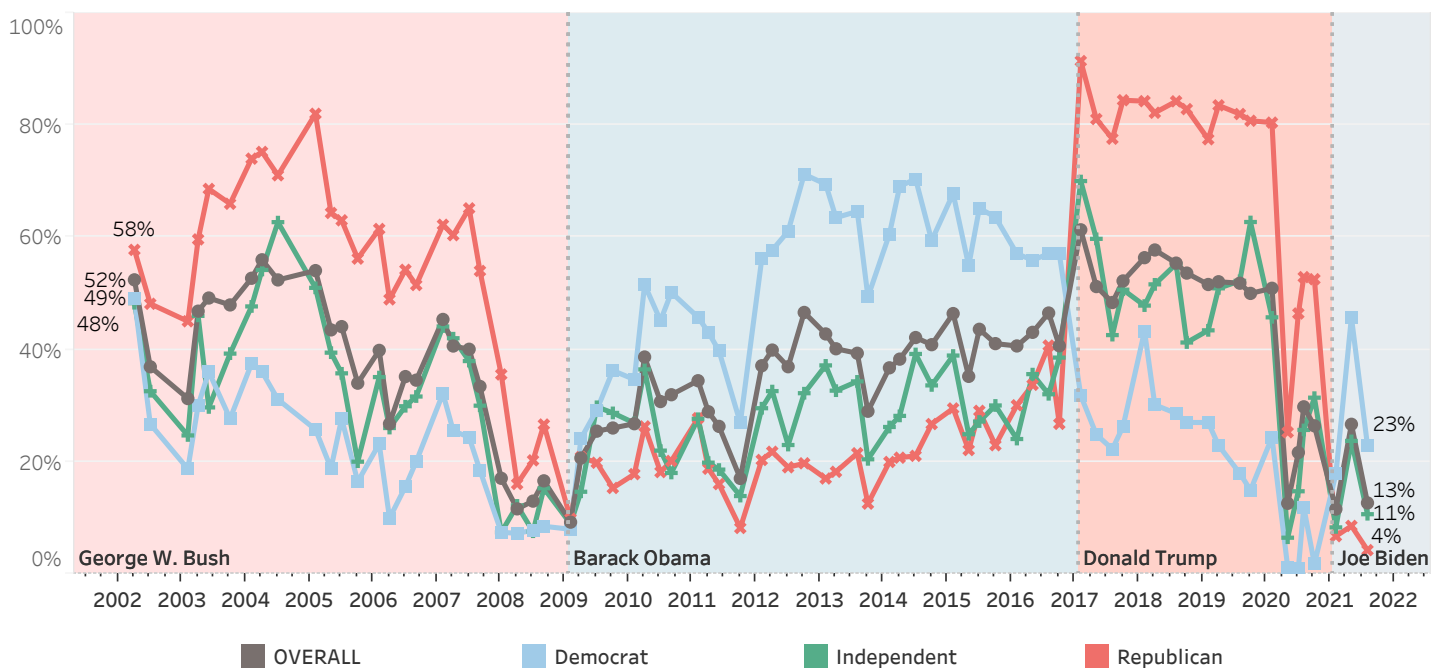
### Business Conditions in U.S. During Next 12 Months

**August 2021**



Twenty-three percent of Democrats feel that U.S. businesses will experience good times over the next twelve months, down from 46% in May, while 11% of Independents feel this way, down from 24% in May. Only 4% of Republicans anticipate good conditions, an all-time low.

### Anticipate Good Business Conditions in U.S. During Next 12 Months - By Party ID

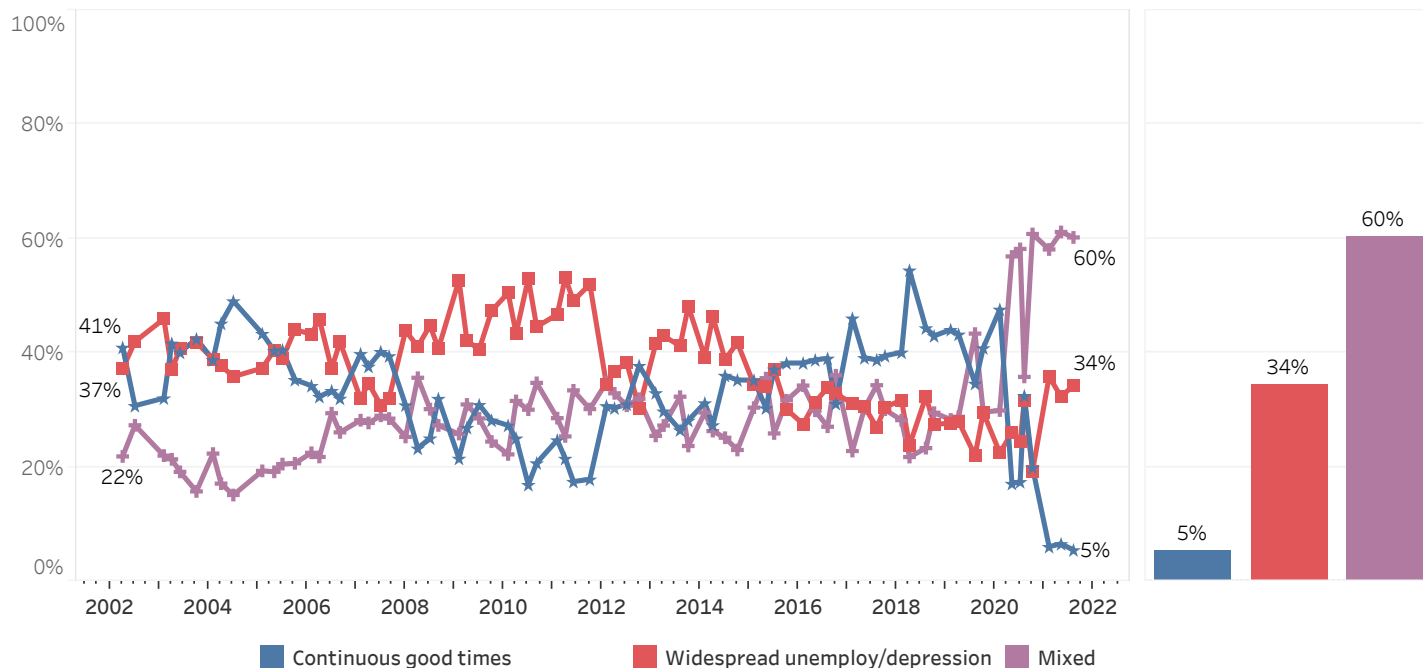


## Long-Term National Outlook

Consistent with their short-term pessimism about the national economy, New Hampshire residents do not anticipate continuous good times for the economy in the long-term. Only 5% believe the U.S. economy will enjoy continuous good times over the next five years, largely unchanged since May (7%), 34% expect periods of widespread unemployment and depression and 60% see a mix of good and bad conditions.

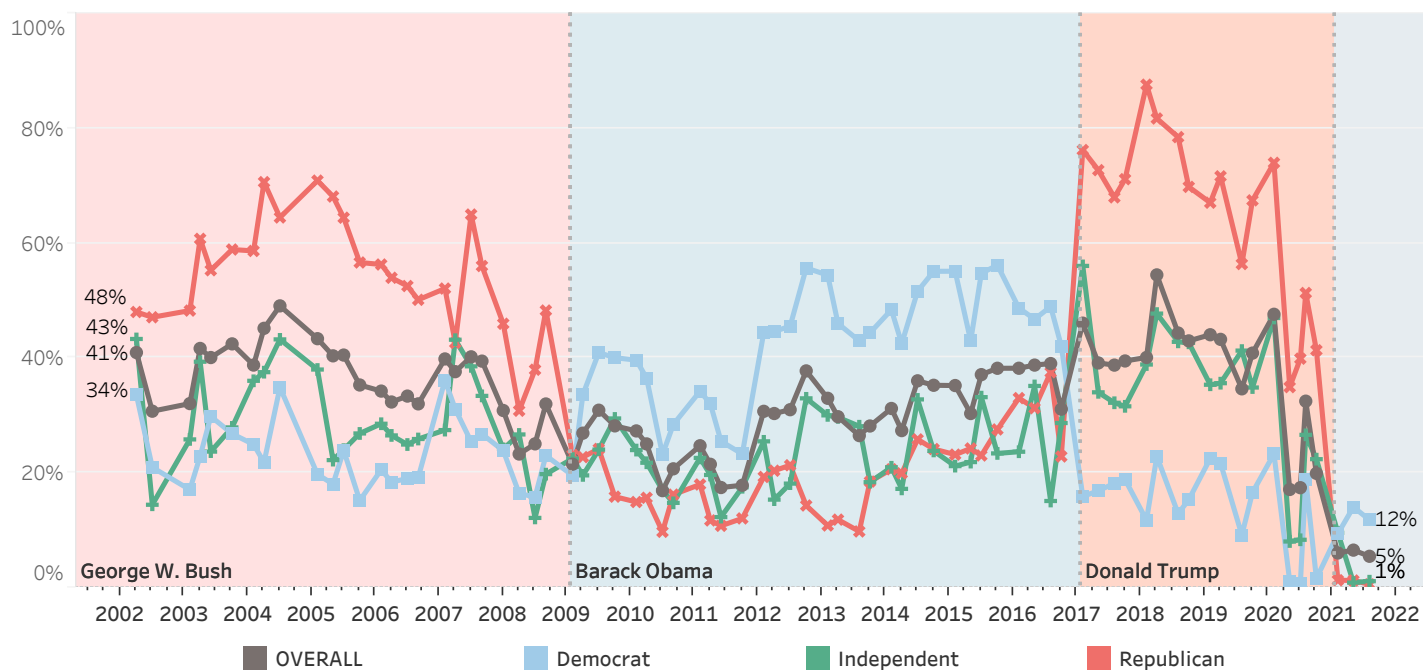
## 5-Year Economic Outlook

**August 2021**



Concern about the long-term state of the U.S. economy is bipartisan: only 12% of Democrats, 1% of Independents, and 1% of Republicans feel that U.S. businesses will experience continuous good times over the next five years. The percentage of Republicans (1%) and Independents (1%) who anticipate good times remains at an all-time low.

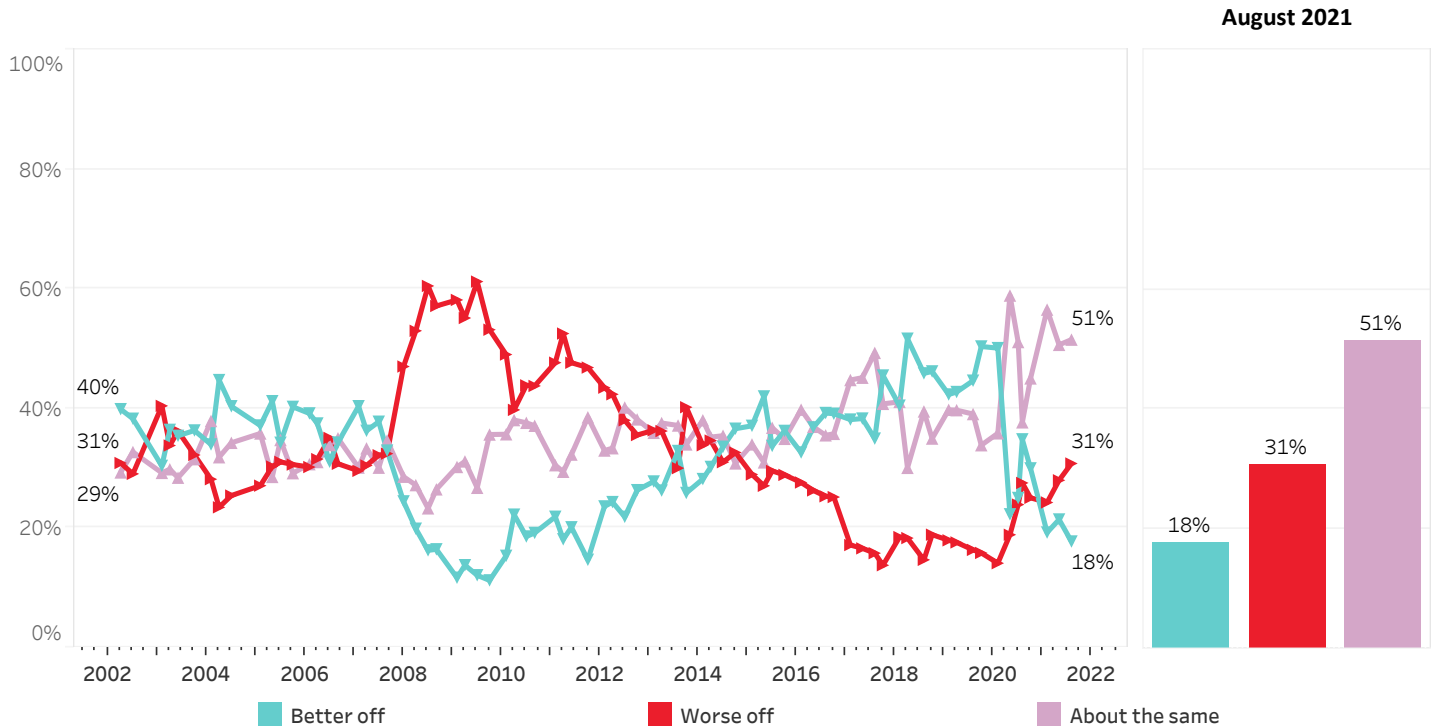
### Anticipate Continuous Good Times Over Next 5 Years for U.S. Economy - By Party ID



## Personal Financial Conditions

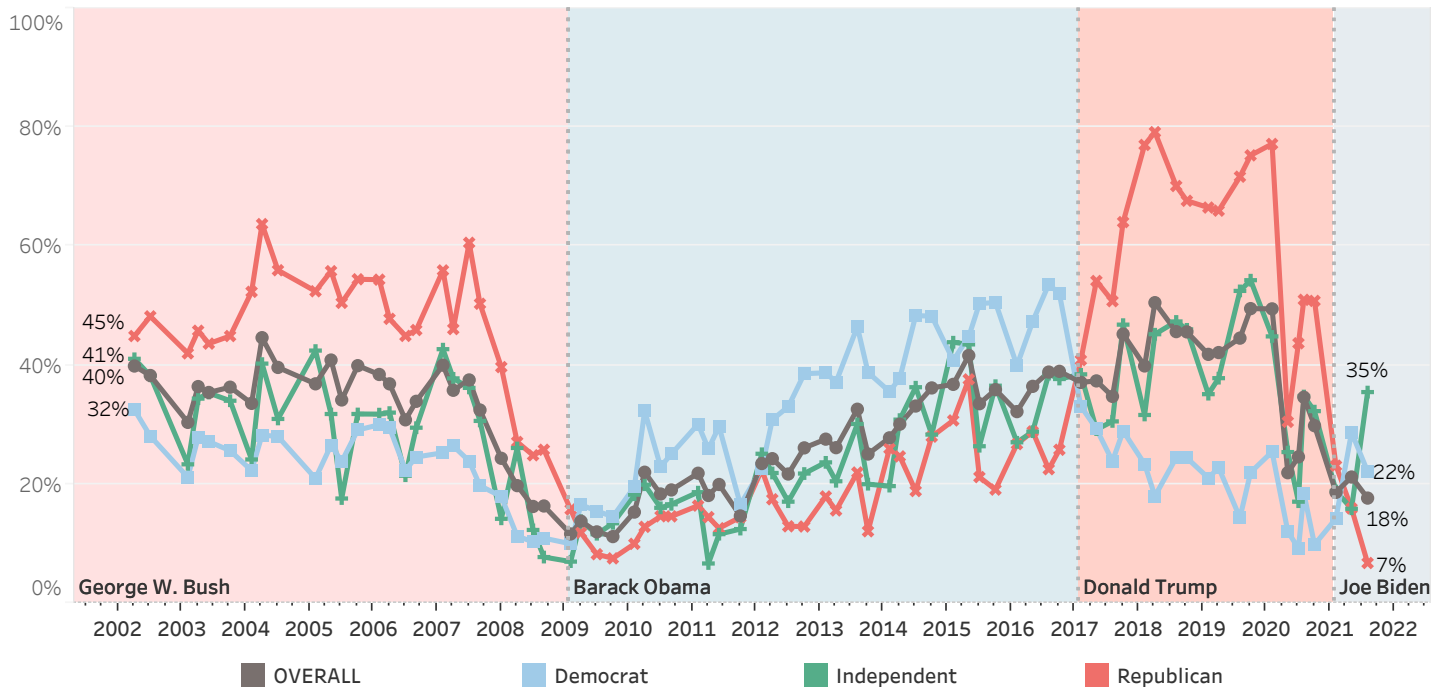
New Hampshire residents are also slightly less positive about their personal finances: only 18% of New Hampshire residents consider themselves to be better off financially than they were a year ago, 31% say they are worse off, and 51% say their finances are about the same. The percentage of residents who say they are worse off (31%) is at its highest point since October 2014 (33%).

### Household Financial Condition Compared to 12 Months Ago



Thirty-five percent of Independents and 22% of Democrats consider themselves better off financially than a year ago but only 7% of Republicans feel this way. Independents are more likely than in May (+20 percentage points) to say they are better off while Republicans (-9) are less likely than in May to say they are better off.

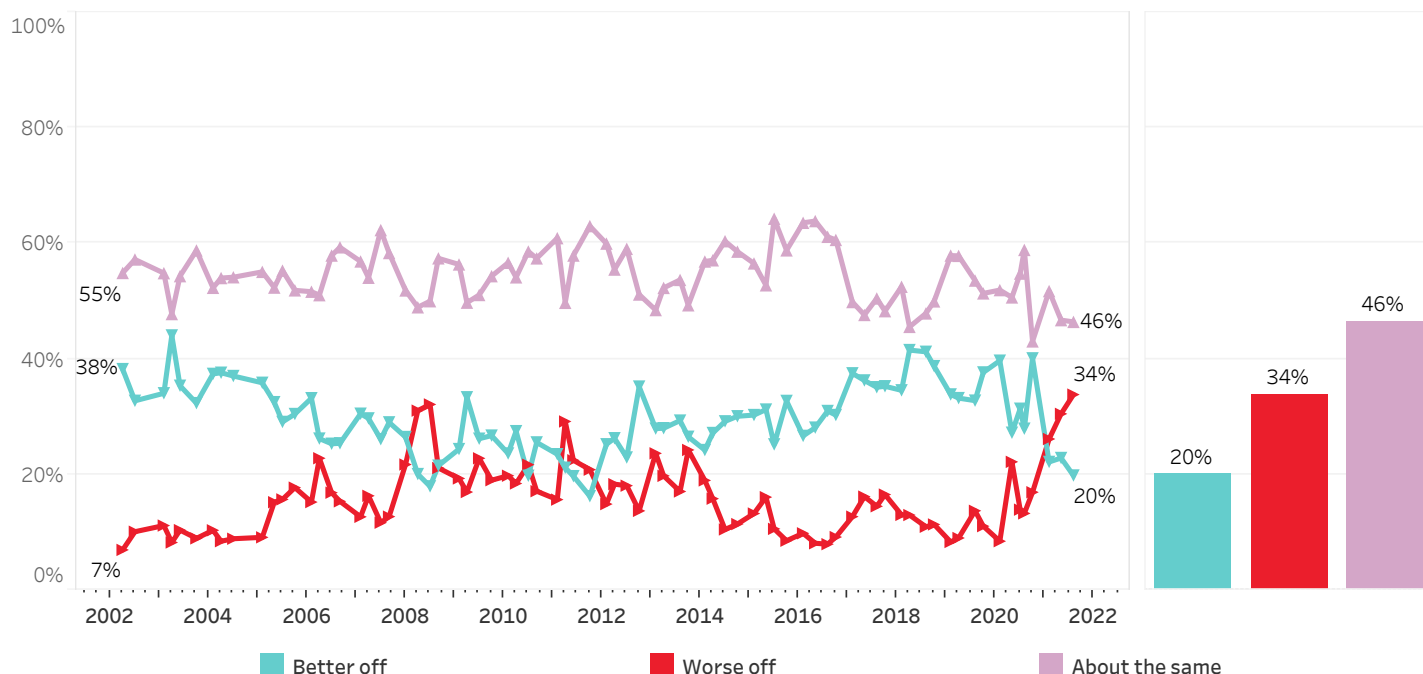
### Household Better Off Financially Compared to 12 Months Ago - By Party ID



Looking ahead, only 20% of Granite Staters expect their personal finances will be better a year from now, 34% anticipate being worse off, and 46% think they will be doing about the same as they are now. The percentage of respondents who believe they will be worse off in twelve months (34%) is at an all-time high. Much of this pessimism is driven by Republicans, more than half (52%) of whom anticipate being worse off in twelve months, while only 15% of Democrats and 36% of Independents anticipate being worse off.

### Household Financial Condition 12 Months From Now

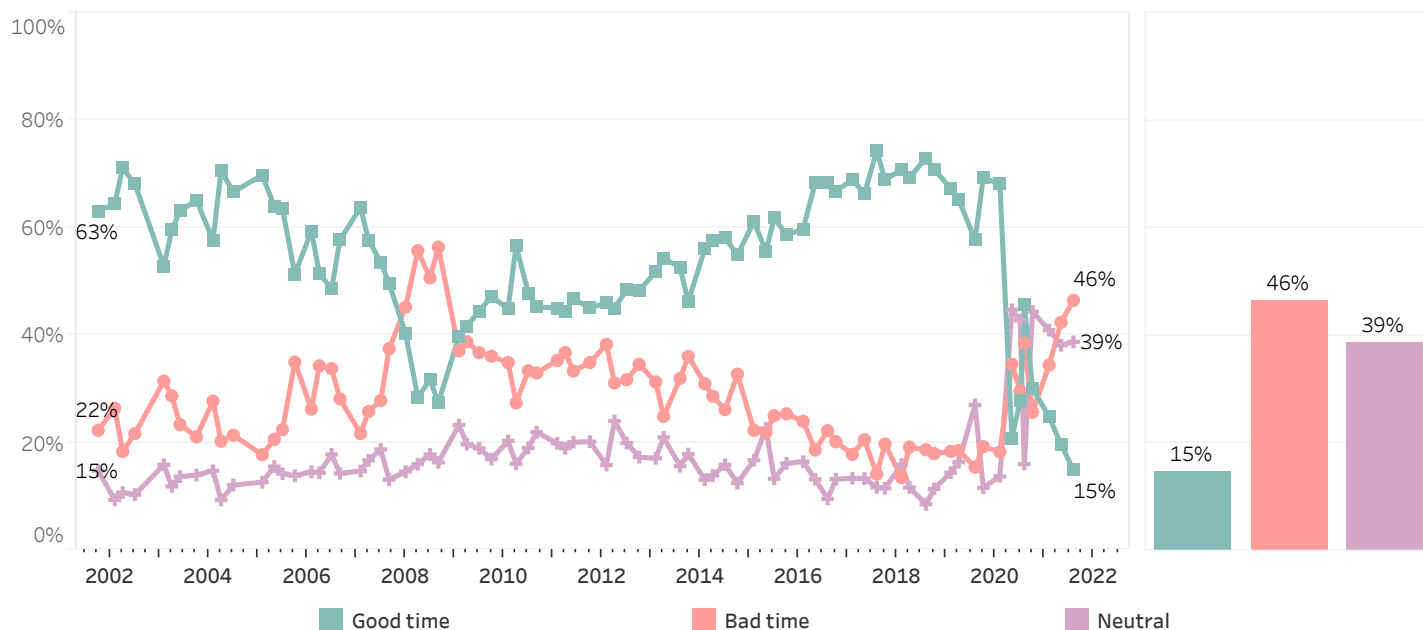
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Only 15% of Granite Staters think now is a good time to buy major items for their home, 46% think it is a bad time, and 39% are neutral or think it depends on the person's finances. The percentage of respondents who believe now is a good time to purchase a major item (15%) has fallen for three consecutive quarters and is at an all-time low. Once again, this is largely driven by Republicans, 61% of whom say now is a bad time to buy a major household item, an all-time high, while only 42% of Independents and 34% of Democrats agree.

### Good Time to Buy Major Household Item

August 2021



## Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Nine hundred and seventy-seven (977) Granite State Panel members completed the survey online between August 19 and August 23, 2021. The margin of sampling error for the survey is +/- 2.7 percent. These MSE's have not been adjusted for design effect. The response rate for the May 2021 BIA Report on Consumer Confidence is 31%. The design effect for the survey is 2.7%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 6,750 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, August 2021 Demographics

		%	N
Gender of Respondent	Men	49%	468
	Women	51%	485
Age of Respondent	18 to 34	27%	257
	35 to 49	21%	205
	50 to 64	32%	303
	65 and older	21%	197
Level of Education	High school or less	36%	348
	Tech school/Some college	31%	299
	College graduate	21%	200
	Postgraduate work	13%	122
Party ID	Democrat	43%	403
	Independent	14%	136
	Republican	43%	406
Voting Registration	Registered Democrat	28%	264
	Registered Undeclared/Not Reg.	42%	395
	Registered Republican	29%	276
2020 Presidential Vote	Voted for Biden	53%	493
	Voted for Trump	45%	425
	Did not vote in 2020	2%	19
Household Income	Less than \$45,000	22%	179
	\$45,000 - \$74,999	26%	208
	\$75,000 - \$99,999	17%	139
	\$100,000 - \$149,999	27%	216
	\$150,000 or more	8%	64

## Business Conditions in New Hampshire During Next 12 Months

What about business conditions in New Hampshire as a whole, do you think that during the next twelve months we'll have good times financially, or bad times?

	<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
April 2002	58%	22%	20%	462	February 2012	47%	27%	27%	484
July 2002	52%	28%	20%	588	April 2012	51%	25%	24%	488
February 2003	41%	40%	19%	577	July 2012	48%	26%	26%	456
April 2003	47%	37%	17%	459	October 2012	48%	27%	25%	511
June 2003	50%	32%	17%	485	February 2013	49%	29%	22%	523
October 2003	52%	28%	19%	449	April 2013	50%	25%	24%	454
February 2004	54%	29%	17%	448	August 2013	46%	27%	27%	461
April 2004	58%	22%	20%	457	October 2013	34%	37%	29%	540
July 2004	59%	20%	21%	444	February 2014	52%	27%	20%	502
February 2005	60%	19%	21%	453	April 2014	54%	26%	20%	451
May 2005	56%	25%	19%	433	July 2014	51%	24%	25%	454
July 2005	54%	25%	22%	429	October 2014	49%	28%	23%	480
October 2005	48%	31%	22%	431	February 2015	55%	19%	26%	454
February 2006	53%	22%	25%	432	May 2015	49%	23%	28%	521
April 2006	41%	34%	24%	457	July 2015	49%	26%	25%	463
July 2006	49%	23%	28%	444	October 2015	49%	20%	31%	490
September 2006	48%	27%	25%	453	February 2016	46%	23%	30%	451
February 2007	51%	21%	28%	462	May 2016	54%	19%	26%	430
April 2007	49%	23%	27%	458	August 2016	63%	15%	22%	408
July 2007	50%	20%	30%	442	October 2016	49%	21%	30%	467
September 2007	44%	31%	25%	433	February 2017	67%	17%	16%	436
January 2008	23%	57%	19%	494	May 2017	61%	17%	21%	436
April 2008	15%	62%	23%	455	August 2017	58%	18%	24%	442
July 2008	22%	59%	19%	481	October 2017	64%	17%	20%	492
September 2008	27%	50%	22%	480	February 2018	61%	15%	24%	435
February 2009	13%	71%	15%	586	April 2018	64%	21%	15%	190
April 2009	27%	48%	25%	472	August 2018	68%	14%	18%	430
July 2009	29%	54%	17%	522	October 2018	71%	12%	16%	546
October 2009	34%	41%	26%	479	February 2019	65%	12%	23%	535
February 2010	33%	40%	26%	460	April 2019	62%	15%	22%	479
April 2010	39%	35%	26%	473	August 2019	61%	17%	22%	420
July 2010	36%	39%	25%	458	October 2019	62%	20%	18%	449
September 2010	41%	33%	26%	475	February 2020	60%	13%	27%	552
February 2011	44%	28%	28%	481	May 2020	16%	32%	51%	811
April 2011	39%	36%	25%	478	July 2020	25%	26%	49%	1,895
June 2011	36%	32%	32%	469	August 2020	41%	39%	20%	452
October 2011	30%	42%	28%	498	October 2020	35%	25%	40%	828
					February 2021	22%	20%	59%	1,761
					May 2021	40%	16%	44%	1,789
					August 2021	29%	17%	54%	934



## Business Conditions in U.S. During Next 12 Months

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially or bad times?

	<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
April 2002	52%	26%	22%	484	February 2012	37%	39%	24%	493
July 2002	37%	41%	22%	599	April 2012	40%	35%	25%	492
February 2003	31%	49%	20%	606	July 2012	37%	42%	21%	464
April 2003	47%	38%	16%	477	October 2012	47%	28%	25%	513
June 2003	49%	31%	20%	491	February 2013	43%	40%	17%	548
October 2003	48%	35%	17%	455	April 2013	40%	41%	19%	480
February 2004	53%	31%	16%	461	August 2013	39%	40%	21%	469
April 2004	56%	26%	18%	468	October 2013	29%	49%	22%	563
July 2004	52%	26%	21%	446	February 2014	37%	44%	19%	524
February 2005	54%	26%	20%	488	April 2014	38%	41%	21%	474
May 2005	44%	37%	19%	450	July 2014	42%	36%	22%	480
July 2005	44%	32%	23%	438	October 2014	41%	37%	22%	512
October 2005	34%	47%	19%	459	February 2015	46%	29%	24%	476
February 2006	40%	39%	21%	445	May 2015	35%	35%	29%	544
April 2006	27%	55%	18%	467	July 2015	44%	36%	20%	480
July 2006	35%	39%	26%	454	October 2015	41%	32%	27%	508
September 2006	35%	39%	27%	473	February 2016	41%	33%	26%	471
February 2007	45%	30%	24%	486	May 2016	43%	33%	24%	422
April 2007	41%	39%	20%	479	August 2016	47%	30%	23%	407
July 2007	40%	36%	23%	456	October 2016	41%	33%	26%	467
September 2007	33%	44%	22%	464	February 2017	61%	26%	12%	447
January 2008	17%	72%	11%	529	May 2017	51%	26%	22%	462
April 2008	12%	70%	19%	482	August 2017	48%	23%	28%	443
July 2008	13%	74%	13%	500	October 2017	52%	29%	19%	507
September 2008	17%	65%	18%	508	February 2018	56%	25%	19%	480
February 2009	9%	81%	9%	594	April 2018	58%	24%	18%	187
April 2009	21%	61%	19%	471	August 2018	55%	32%	13%	454
July 2009	25%	61%	13%	546	October 2018	54%	29%	17%	580
October 2009	26%	50%	24%	481	February 2019	52%	30%	19%	550
February 2010	27%	44%	29%	475	April 2019	52%	27%	21%	494
April 2010	39%	33%	28%	483	August 2019	48%	29%	22%	444
July 2010	31%	49%	20%	473	August 2019	56%	12%	33%	409
September 2010	32%	44%	24%	479	October 2019	50%	38%	12%	461
February 2011	34%	42%	23%	495	February 2020	51%	27%	22%	545
April 2011	29%	49%	22%	483	May 2020	13%	38%	50%	815
June 2011	26%	48%	26%	490	July 2020	22%	39%	39%	1,911
October 2011	17%	62%	21%	517	August 2020	30%	50%	20%	467
					October 2020	26%	35%	39%	839
					February 2021	12%	39%	49%	1,764
					May 2021	27%	29%	45%	1,779
					August 2021	13%	31%	57%	938

## 5-Year Economic Outlook - U.S.

Looking ahead, which would you say is more likely, that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?

	<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>		<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>
April 2002	41%	37%	22%	463	February 2012	31%	34%	35%	479
July 2002	31%	42%	27%	603	April 2012	30%	37%	33%	465
February 2003	32%	46%	22%	607	July 2012	31%	38%	31%	453
April 2003	42%	37%	21%	468	October 2012	38%	30%	32%	490
June 2003	40%	41%	19%	479	February 2013	33%	42%	25%	562
October 2003	42%	42%	16%	457	April 2013	30%	43%	27%	471
February 2004	39%	39%	22%	454	August 2013	26%	41%	32%	485
April 2004	45%	38%	17%	467	October 2013	28%	48%	24%	552
July 2004	49%	36%	15%	431	February 2014	31%	39%	30%	529
February 2005	43%	37%	19%	497	April 2014	27%	46%	26%	461
May 2005	40%	40%	19%	455	July 2014	36%	39%	25%	460
July 2005	41%	39%	21%	461	October 2014	35%	42%	23%	493
October 2005	35%	44%	21%	460	February 2015	35%	34%	30%	460
February 2006	34%	43%	22%	444	May 2015	30%	34%	36%	514
April 2006	32%	46%	22%	471	July 2015	37%	37%	26%	444
July 2006	33%	37%	29%	447	October 2015	38%	30%	32%	490
September 2006	32%	42%	26%	473	February 2016	38%	28%	34%	428
February 2007	40%	32%	28%	478	May 2016	39%	31%	30%	405
April 2007	38%	35%	28%	472	August 2016	39%	34%	27%	399
July 2007	40%	31%	29%	432	October 2016	31%	33%	36%	466
September 2007	39%	32%	28%	443	February 2017	46%	31%	23%	461
January 2008	31%	44%	25%	502	May 2017	39%	31%	30%	467
April 2008	23%	41%	36%	439	August 2017	39%	27%	34%	457
July 2008	25%	45%	30%	485	October 2017	39%	30%	30%	524
September 2008	32%	41%	27%	484	February 2018	40%	32%	28%	477
February 2009	22%	53%	26%	590	April 2018	54%	24%	22%	187
April 2009	27%	42%	31%	479	August 2018	44%	32%	23%	446
July 2009	31%	41%	29%	538	October 2018	43%	28%	30%	577
October 2009	28%	47%	24%	463	February 2019	44%	28%	28%	522
February 2010	27%	50%	22%	472	April 2019	43%	28%	29%	495
April 2010	25%	43%	32%	472	August 2019	41%	29%	30%	425
July 2010	17%	53%	30%	477	August 2019	28%	14%	58%	397
September 2010	21%	45%	35%	486	October 2019	41%	30%	30%	447
February 2011	25%	47%	29%	482	February 2020	48%	22%	30%	507
April 2011	21%	53%	25%	479	May 2020	17%	26%	57%	776
June 2011	17%	49%	33%	484	July 2020	17%	24%	58%	1,808
October 2011	18%	52%	30%	515	August 2020	32%	32%	36%	439
					October 2020	20%	19%	61%	800
					February 2021	6%	36%	58%	1,788
					May 2021	7%	32%	61%	1,732
					August 2021	5%	34%	60%	905

## Household Financial Condition Compared to 12 Months Ago

Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	40%	31%	29%	507	February 2012	24%	43%	33%	518
July 2002	38%	29%	33%	650	April 2012	24%	42%	33%	533
February 2003	30%	40%	29%	647	July 2012	22%	38%	40%	516
April 2003	36%	34%	30%	505	October 2012	26%	36%	38%	583
June 2003	35%	36%	28%	514	February 2013	28%	36%	36%	575
October 2003	36%	32%	32%	496	April 2013	26%	36%	38%	503
February 2004	34%	28%	38%	503	August 2013	33%	30%	37%	507
April 2004	45%	23%	32%	538	October 2013	26%	40%	34%	584
July 2004	40%	25%	34%	495	February 2014	28%	34%	38%	559
February 2005	37%	27%	36%	537	April 2014	30%	35%	35%	506
May 2005	41%	30%	29%	493	July 2014	34%	31%	35%	510
July 2005	34%	31%	35%	500	October 2014	37%	33%	31%	532
October 2005	40%	31%	29%	503	February 2015	37%	29%	34%	499
February 2006	39%	30%	31%	492	May 2015	42%	27%	31%	562
April 2006	37%	32%	31%	500	July 2015	34%	30%	37%	527
July 2006	31%	35%	34%	504	October 2015	36%	29%	35%	578
September 2006	34%	31%	35%	508	February 2016	33%	28%	40%	525
February 2007	40%	30%	30%	531	May 2016	37%	26%	37%	495
April 2007	36%	30%	33%	507	August 2016	39%	25%	35%	495
July 2007	38%	32%	30%	514	October 2016	39%	25%	36%	574
September 2007	33%	32%	35%	498	February 2017	38%	17%	45%	499
January 2008	24%	47%	29%	550	May 2017	38%	17%	45%	487
April 2008	20%	53%	27%	495	August 2017	35%	16%	49%	499
July 2008	16%	60%	23%	517	October 2017	45%	14%	41%	565
September 2008	16%	57%	26%	543	February 2018	40%	18%	41%	507
February 2009	12%	58%	30%	615	April 2018	52%	18%	30%	204
April 2009	14%	55%	31%	502	August 2018	46%	15%	39%	492
July 2009	12%	61%	27%	550	October 2018	46%	19%	35%	635
October 2009	11%	53%	36%	499	February 2019	42%	18%	40%	593
February 2010	15%	49%	36%	497	April 2019	43%	18%	40%	536
April 2010	22%	40%	38%	505	August 2019	47%	18%	35%	497
July 2010	19%	44%	38%	497	August 2019	42%	15%	43%	431
September 2010	19%	44%	37%	510	October 2019	50%	16%	34%	498
February 2011	22%	48%	30%	518	February 2020	50%	14%	36%	601
April 2011	18%	53%	29%	502	May 2020	22%	19%	59%	826
June 2011	20%	48%	32%	509	July 2020	25%	24%	51%	1,971
October 2011	15%	47%	39%	553	August 2020	35%	28%	38%	499
					October 2020	30%	25%	45%	929
					February 2021	19%	24%	57%	1,797
					May 2021	21%	28%	51%	1,805
					August 2021	18%	31%	51%	972

## Household Financial Condition 12 Months From Now

Now, looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or just about the same?

	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2012	25%	15%	60%	486
July 2002	33%	10%	57%	625	April 2012	26%	18%	55%	493
February 2003	34%	11%	55%	622	July 2012	23%	18%	59%	473
April 2003	44%	8%	48%	487	October 2012	35%	14%	51%	519
June 2003	35%	10%	54%	501	February 2013	28%	24%	48%	563
October 2003	32%	9%	59%	486	April 2013	28%	20%	52%	487
February 2004	37%	10%	52%	488	August 2013	29%	17%	54%	495
April 2004	38%	8%	54%	509	October 2013	27%	24%	49%	569
July 2004	37%	9%	54%	477	February 2014	24%	19%	57%	546
February 2005	36%	9%	55%	524	April 2014	27%	16%	57%	486
May 2005	32%	15%	52%	485	July 2014	29%	10%	60%	503
July 2005	29%	16%	55%	489	October 2014	30%	11%	59%	512
October 2005	30%	18%	52%	481	February 2015	30%	13%	57%	498
February 2006	33%	15%	52%	488	May 2015	31%	16%	53%	552
April 2006	26%	23%	51%	492	July 2015	25%	11%	64%	514
July 2006	25%	17%	58%	484	October 2015	33%	9%	59%	551
September 2006	25%	15%	59%	495	February 2016	27%	10%	64%	492
February 2007	30%	13%	57%	515	May 2016	28%	8%	64%	466
April 2007	30%	16%	54%	492	August 2016	31%	8%	61%	441
July 2007	26%	12%	62%	491	October 2016	30%	9%	61%	497
September 2007	29%	13%	58%	489	February 2017	37%	13%	50%	483
January 2008	26%	22%	52%	518	May 2017	36%	16%	48%	466
April 2008	20%	31%	49%	470	August 2017	35%	14%	50%	479
July 2008	18%	32%	50%	483	October 2017	35%	17%	48%	558
September 2008	22%	21%	57%	486	February 2018	35%	13%	52%	510
February 2009	24%	19%	56%	568	April 2018	42%	13%	46%	195
April 2009	33%	17%	50%	483	August 2018	41%	11%	48%	472
July 2009	26%	23%	51%	531	October 2018	39%	11%	50%	613
October 2009	27%	19%	54%	482	February 2019	34%	8%	58%	584
February 2010	24%	20%	57%	473	April 2019	33%	9%	58%	525
April 2010	27%	18%	54%	492	August 2019	36%	10%	55%	474
July 2010	20%	22%	59%	487	August 2019	30%	18%	52%	408
September 2010	26%	17%	57%	497	October 2019	38%	11%	51%	484
February 2011	23%	16%	61%	500	February 2020	40%	8%	52%	556
April 2011	21%	29%	50%	484	May 2020	27%	22%	51%	718
June 2011	20%	22%	58%	499	July 2020	31%	14%	55%	1,664
October 2011	16%	21%	63%	532	August 2020	28%	13%	59%	449
					October 2020	40%	17%	43%	759
					February 2021	22%	26%	52%	1,589
					May 2021	23%	30%	47%	1,632
					August 2021	20%	34%	46%	918

## Good Time to Buy Major Household Item

Now thinking about the big things people buy for their home, such as furniture, a refrigerator, a stove, televisions, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>		<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>
April 2002	71%	18%	11%	480	October 2001	63%	22%	15%	507
July 2002	68%	22%	10%	613	February 2002	64%	26%	9%	303
February 2003	53%	31%	16%	600	February 2012	46%	38%	16%	487
April 2003	60%	29%	12%	486	April 2012	45%	31%	24%	503
June 2003	63%	23%	14%	475	July 2012	48%	32%	20%	468
October 2003	65%	21%	14%	468	October 2012	48%	35%	17%	551
February 2004	58%	28%	15%	462	February 2013	52%	31%	17%	515
April 2004	71%	20%	9%	487	April 2013	54%	25%	21%	468
July 2004	67%	21%	12%	456	August 2013	53%	32%	16%	467
February 2005	70%	18%	13%	478	October 2013	46%	36%	18%	552
May 2005	64%	21%	15%	446	February 2014	56%	31%	13%	498
July 2005	63%	22%	14%	441	April 2014	58%	29%	14%	460
October 2005	51%	35%	14%	456	July 2014	58%	26%	16%	460
February 2006	59%	26%	15%	442	October 2014	55%	33%	12%	495
April 2006	51%	34%	14%	448	February 2015	61%	22%	17%	458
July 2006	49%	34%	18%	453	May 2015	56%	22%	23%	519
September 2006	58%	28%	14%	452	July 2015	62%	25%	13%	466
February 2007	64%	22%	15%	488	October 2015	59%	25%	16%	521
April 2007	58%	26%	17%	458	February 2016	60%	24%	16%	480
July 2007	54%	28%	19%	430	May 2016	68%	19%	13%	443
September 2007	50%	37%	13%	433	August 2016	68%	22%	9%	430
January 2008	40%	45%	15%	517	October 2016	67%	20%	13%	508
April 2008	28%	56%	16%	465	February 2017	69%	18%	13%	450
July 2008	32%	51%	18%	487	May 2017	66%	20%	13%	438
September 2008	27%	56%	16%	495	August 2017	74%	14%	12%	424
February 2009	40%	37%	23%	591	October 2017	69%	20%	11%	500
April 2009	42%	39%	20%	491	February 2018	71%	13%	16%	449
July 2009	44%	37%	19%	548	April 2018	69%	19%	12%	174
October 2009	47%	36%	17%	472	August 2018	73%	19%	8%	435
February 2010	45%	35%	20%	469	October 2018	71%	18%	11%	549
April 2010	57%	27%	16%	471	February 2019	67%	18%	14%	513
July 2010	48%	33%	19%	469	April 2019	65%	18%	16%	474
September 2010	45%	33%	22%	491	August 2019	67%	20%	13%	435
February 2011	45%	35%	20%	478	August 2019	48%	10%	42%	394
April 2011	44%	37%	19%	475	October 2019	69%	19%	12%	445
June 2011	47%	33%	20%	479	February 2020	68%	18%	14%	547
October 2011	45%	35%	20%	514	May 2020	21%	35%	45%	752
					July 2020	28%	30%	43%	1,825
					August 2020	46%	38%	16%	459
					October 2020	30%	26%	44%	871
					February 2021	25%	34%	41%	1,669
					May 2021	20%	42%	38%	1,659
					August 2021	15%	46%	39%	910

# Business Conditions in New Hampshire During Next 12 Months

		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2021</b>	29%	17%	54%	934
<b>Voting Registration</b>	Registered Democrat	29%	13%	58%	239
	Registered Undeclared/Not Reg.	30%	11%	59%	384
	Registered Republican	22%	27%	51%	267
<b>Party ID</b>	Democrat	35%	9%	57%	374
	Independent	40%	16%	44%	132
	Republican	20%	25%	54%	397
<b>Ideology</b>	Liberal	31%	16%	54%	170
	Moderate	35%	9%	56%	462
	Conservative	16%	31%	53%	247
<b>Age of Respondent</b>	18 to 34	47%	21%	31%	237
	35 to 49	25%	17%	59%	190
	50 to 64	14%	21%	65%	299
	65 and older	34%	6%	61%	194
<b>Gender of Respondent</b>	Men	35%	14%	51%	458
	Women	24%	19%	57%	451
<b>Level of Education</b>	High school or less	27%	16%	57%	348
	Tech school/Some college	24%	23%	53%	269
	College graduate	35%	15%	50%	191
	Postgraduate work	36%	8%	56%	118
<b>Household Income</b>	Less than \$45,000	26%	18%	56%	171
	\$45,000 - \$74,999	26%	25%	49%	202
	\$75,000 - \$99,999	30%	7%	63%	137
	\$100,000 - \$149,999	35%	9%	56%	216
	\$150,000 or more	48%	8%	44%	46
<b>Media Usage</b>	Boston Globe reader	49%	5%	46%	66
	Conservative radio listener	23%	25%	52%	260
	Fox News viewer	23%	22%	55%	345
	Local newspapers reader	26%	21%	53%	171
	NHPR listener	31%	15%	54%	426
	Union Leader reader	33%	24%	43%	146
	WMUR viewer	26%	19%	55%	666
<b>2020 Presidential Vote</b>	Voted for Biden	40%	8%	52%	464
	Voted for Trump	19%	23%	58%	412
	Voted for other 2020 candidate	14%	45%	41%	15
	Did not vote in 2020	1%	57%	43%	19

# Business Conditions in U.S. During Next 12 Months

		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2021</b>	13%	31%	57%	938
<b>Voting Registration</b>	Registered Democrat	21%	16%	64%	243
	Registered Undeclared/Not Reg.	14%	23%	63%	385
	Registered Republican	5%	55%	40%	270
<b>Party ID</b>	Democrat	23%	11%	66%	377
	Independent	11%	25%	64%	132
	Republican	4%	50%	46%	399
<b>Ideology</b>	Liberal	17%	19%	64%	173
	Moderate	15%	18%	68%	463
	Conservative	5%	60%	35%	251
<b>Age of Respondent</b>	18 to 34	9%	31%	60%	240
	35 to 49	10%	24%	67%	191
	50 to 64	9%	36%	55%	299
	65 and older	26%	27%	46%	193
<b>Gender of Respondent</b>	Men	13%	31%	55%	459
	Women	13%	29%	59%	454
<b>Level of Education</b>	High school or less	6%	34%	60%	348
	Tech school/Some college	9%	36%	55%	269
	College graduate	24%	23%	53%	195
	Postgraduate work	21%	20%	59%	119
<b>Household Income</b>	Less than \$45,000	12%	28%	60%	174
	\$45,000 - \$74,999	13%	37%	49%	205
	\$75,000 - \$99,999	14%	47%	40%	137
	\$100,000 - \$149,999	10%	16%	74%	215
	\$150,000 or more	29%	19%	52%	46
<b>Media Usage</b>	Boston Globe reader	22%	8%	69%	68
	Conservative radio listener	6%	51%	44%	261
	Fox News viewer	6%	42%	52%	346
	Local newspapers reader	14%	29%	57%	171
	NHPR listener	17%	21%	61%	430
	Union Leader reader	17%	31%	52%	145
	WMUR viewer	14%	32%	54%	666
<b>2020 Presidential Vote</b>	Voted for Biden	21%	11%	68%	467
	Voted for Trump	4%	49%	48%	414
	Voted for other 2020 candidate	11%	57%	33%	15
	Did not vote in 2020	1%	64%	35%	19

### 5-Year Economic Outlook - U.S.

		<u>Continuous good times</u>	<u>Widespread unemploy/depression</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2021</b>	5%	34%	60%	905
<b>Voting Registration</b>	Registered Democrat	12%	13%	75%	248
	Registered Undeclared/Not Reg.	5%	35%	60%	347
	Registered Republican	0%	55%	44%	269
<b>Party ID</b>	Democrat	12%	11%	77%	390
	Independent	1%	24%	75%	95
	Republican	1%	59%	40%	397
<b>Ideology</b>	Liberal	10%	15%	75%	190
	Moderate	7%	27%	66%	414
	Conservative	1%	60%	39%	250
<b>Age of Respondent</b>	18 to 34	4%	33%	63%	209
	35 to 49	2%	40%	57%	196
	50 to 64	5%	38%	57%	298
	65 and older	11%	23%	66%	188
<b>Gender of Respondent</b>	Men	6%	35%	59%	408
	Women	5%	33%	61%	474
<b>Level of Education</b>	High school or less	3%	41%	56%	309
	Tech school/Some college	8%	38%	54%	282
	College graduate	5%	28%	67%	191
	Postgraduate work	8%	18%	74%	116
<b>Household Income</b>	Less than \$45,000	13%	37%	50%	176
	\$45,000 - \$74,999	2%	44%	54%	202
	\$75,000 - \$99,999	4%	38%	58%	136
	\$100,000 - \$149,999	4%	21%	74%	176
	\$150,000 or more	7%	17%	76%	59
<b>Media Usage</b>	Boston Globe reader	9%	18%	74%	66
	Conservative radio listener	4%	45%	51%	258
	Fox News viewer	3%	50%	47%	345
	Local newspapers reader	4%	22%	75%	187
	NHPR listener	9%	21%	70%	439
	Union Leader reader	3%	23%	73%	159
	WMUR viewer	5%	30%	65%	683
<b>2020 Presidential Vote</b>	Voted for Biden	11%	12%	78%	440
	Voted for Trump	0%	55%	45%	413
	Voted for other 2020 candidate	6%	58%	36%	15
	Did not vote in 2020	0%	85%	15%	13



## Household Financial Condition Compared to 12 Months Ago

		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2021</b>	18%	31%	51%	972
<b>Voting Registration</b>	Registered Democrat	26%	22%	51%	262
	Registered Undeclared/Not Reg.	20%	20%	60%	393
	Registered Republican	7%	48%	45%	274
<b>Party ID</b>	Democrat	22%	20%	58%	402
	Independent	36%	16%	48%	134
	Republican	7%	46%	47%	405
<b>Ideology</b>	Liberal	19%	24%	57%	193
	Moderate	24%	22%	54%	467
	Conservative	7%	50%	43%	255
<b>Age of Respondent</b>	18 to 34	35%	33%	32%	257
	35 to 49	13%	27%	60%	203
	50 to 64	14%	36%	50%	302
	65 and older	7%	22%	71%	197
<b>Gender of Respondent</b>	Men	24%	30%	46%	468
	Women	11%	31%	58%	480
<b>Level of Education</b>	High school or less	17%	39%	44%	348
	Tech school/Some college	14%	36%	50%	294
	College graduate	23%	18%	59%	200
	Postgraduate work	19%	17%	64%	122
<b>Household Income</b>	Less than \$45,000	15%	19%	66%	176
	\$45,000 - \$74,999	8%	56%	36%	208
	\$75,000 - \$99,999	9%	45%	47%	139
	\$100,000 - \$149,999	38%	11%	51%	216
	\$150,000 or more	19%	31%	50%	64
<b>Media Usage</b>	Boston Globe reader	10%	30%	60%	69
	Conservative radio listener	4%	54%	41%	262
	Fox News viewer	6%	46%	48%	348
	Local newspapers reader	10%	47%	43%	190
	NHPR listener	17%	30%	53%	453
	Union Leader reader	5%	35%	60%	165
	WMUR viewer	10%	32%	58%	692
<b>2020 Presidential Vote</b>	Voted for Biden	28%	18%	54%	492
	Voted for Trump	6%	44%	51%	422
	Voted for other 2020 candidate	20%	8%	72%	15
	Did not vote in 2020	36%	56%	8%	19

# Household Financial Condition 12 Months From Now

		Better off	Worse off	About the same	N
STATEWIDE	August 2021	20%	34%	46%	918
Voting Registration	Registered Democrat	27%	18%	55%	252
	Registered Undeclared/Not Reg.	21%	35%	44%	378
	Registered Republican	11%	48%	41%	250
Party ID	Democrat	24%	15%	62%	388
	Independent	39%	36%	25%	123
	Republican	8%	52%	40%	377
Ideology	Liberal	18%	23%	59%	183
	Moderate	27%	26%	48%	450
	Conservative	8%	54%	37%	231
Age of Respondent	18 to 34	39%	22%	39%	236
	35 to 49	15%	26%	59%	191
	50 to 64	15%	49%	37%	291
	65 and older	8%	33%	59%	187
Gender of Respondent	Men	25%	38%	37%	451
	Women	13%	29%	57%	445
Level of Education	High school or less	18%	43%	39%	346
	Tech school/Some college	14%	38%	48%	264
	College graduate	30%	22%	48%	187
	Postgraduate work	22%	16%	62%	114
Household Income	Less than \$45,000	13%	23%	64%	173
	\$45,000 - \$74,999	12%	46%	43%	184
	\$75,000 - \$99,999	9%	44%	47%	133
	\$100,000 - \$149,999	40%	25%	35%	209
	\$150,000 or more	23%	45%	32%	63
Media Usage	Boston Globe reader	11%	7%	82%	68
	Conservative radio listener	4%	62%	34%	239
	Fox News viewer	5%	58%	38%	332
	Local newspapers reader	14%	32%	54%	175
	NHPR listener	18%	29%	53%	423
	Union Leader reader	10%	28%	62%	154
	WMUR viewer	12%	36%	52%	662
2020 Presidential Vote	Voted for Biden	29%	14%	57%	474
	Voted for Trump	7%	56%	37%	387
	Voted for other 2020 candidate	41%	18%	42%	14
	Did not vote in 2020	36%	56%	8%	18

## Good Time to Buy Major Household Item

		<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2021</b>	15%	46%	39%	910
<b>Voting Registration</b>	Registered Democrat	25%	32%	42%	245
	Registered Undeclared/Not Reg.	16%	48%	36%	365
	Registered Republican	5%	60%	35%	260
<b>Party ID</b>	Democrat	19%	34%	47%	376
	Independent	34%	42%	24%	126
	Republican	3%	61%	36%	384
<b>Ideology</b>	Liberal	16%	40%	45%	188
	Moderate	21%	42%	37%	435
	Conservative	4%	60%	36%	241
<b>Age of Respondent</b>	18 to 34	23%	38%	39%	237
	35 to 49	6%	48%	46%	199
	50 to 64	15%	57%	28%	280
	65 and older	14%	40%	47%	182
<b>Gender of Respondent</b>	Men	18%	49%	34%	441
	Women	12%	43%	45%	447
<b>Level of Education</b>	High school or less	19%	49%	32%	327
	Tech school/Some college	11%	46%	44%	275
	College graduate	14%	45%	42%	188
	Postgraduate work	14%	43%	44%	115
<b>Household Income</b>	Less than \$45,000	11%	40%	49%	163
	\$45,000 - \$74,999	6%	51%	43%	204
	\$75,000 - \$99,999	11%	51%	39%	126
	\$100,000 - \$149,999	36%	40%	24%	199
	\$150,000 or more	9%	28%	63%	61
<b>Media Usage</b>	Boston Globe reader	10%	26%	64%	66
	Conservative radio listener	4%	57%	40%	259
	Fox News viewer	7%	65%	27%	329
	Local newspapers reader	7%	37%	56%	170
	NHPR listener	16%	39%	45%	422
	Union Leader reader	10%	48%	43%	151
	WMUR viewer	10%	50%	40%	653
<b>2020 Presidential Vote</b>	Voted for Biden	25%	32%	43%	459
	Voted for Trump	3%	61%	36%	403
	Voted for other 2020 candidate	24%	44%	32%	13
	Did not vote in 2020	1%	83%	15%	13